IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:)	
)	Examiner: Shannon S. Saliard
Murphy)	
)	Group Art Unit: 3628
Serial No.: 10/667,677)	
)	
Filed: September 22, 2003)	
)	
For: Method and Computer Program for)	
Generating Interactive Map-Based)	
Presentation Facilitating Selection)	
of Lodging Property)	

Declaration Under 37 CFR § 1.131

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Dear Sir:

I, Jeffrey C. Smith, state as follows:

1. I am General Counsel and Senior Vice President of WORLDSPAN, the Assignee of the above-identified patent application, and have authority to sign on behalf of the Assignee.

2. The entire right, title, and interest in the above-identified patent application was assigned to WORLDSPAN by the sole inventor, Steven Linn Murphy, as evidenced by the assignment recorded in the United States Patent and Trademark Office at Reel 014535, Frame 0630.

3. Steven Linn Murphy is no longer employed by WORLDSPAN and thus it is not possible to produce a declaration of the inventor.

4. The invention is a method of facilitating selection of a lodging property comprising the steps of: (a) receiving an indication of a geographic area of interest from a user; (b) identifying one or more lodging properties located within the geographic area of interest conforming to user-specified criteria; (c) displaying a map of the geographic area of

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interest whereupon are plotted the locations of the one or more lodging properties; and (d) displaying in a dialog box associated with a same webpage as the displayed map substantially dynamic information regarding the particular lodging property indicated by the user, wherein the substantially dynamic information is provided in substantially real-time so as to be substantially current.

5. The claimed invention was conceived and diligently reduced to practice at a date prior to May 20, 2003, the earliest priority date of published patent application US 2005/0027705 of *Sadri, et al.*, as evidenced by the attached Worldspan Invention Disclosure Form prepared and submitted by inventor, Steven Murphy, on February 10, 2003.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under § 1001 of Title 18 of United States Code and that such willful false statements may jeopardize the validity of this application or any patent issued thereon.

_____ August 29, 2007
Date

_____
Jeffrey C. Smith,
General Counsel and Senior Vice President

WORLDSPAN
300 Galleria Parkway, NW
Suite 2100
Atlanta, GA 30339-3196

Docket No.: W115 1010.1

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worldspan.

INVENTION DISCLOSURE FORM

1. Provide a proposed title of the invention (descriptive).
   Interactive Hotel Maps Integrating Location, Rate and Property Features Shopping onto a single Map.

2. List all inventor(s) involved:

   Name: <u>Steven Murphy</u>
   Department/Title:<u>Senior Product Specialist</u>
   Lotus: <u>Steven.Murphy@worldspan.com</u>   Internet: _____
   Phone: <u>770-563-4216</u>   Fax: _____

   Name: _____
   Department/Title:_____
   Lotus: _____   Internet: _____
   Phone: _____   Fax: _____

3. Give a complete description of the invention. Include examples of how it works or how it is used. Explain any results demonstrating this concept is valid including any testing. If necessary, use additional pages, drawings, diagrams, etc. and attach any documents you want to make reference to.

   > **Worldspan has developed a process by which hotel properties are plotted on a map in relation to thousands of reference points and alongside real-time hotel availability, real-time rates, descriptive information and media for each property. This process is made possible by the multiple real-time connections Worldspan maintains to dozens of Hotel Companies' Computer Reservation Systems for rate and availability data and by the connections to Worldspan's own servers for static content.**

   > **This process will make it possible for Consumers to visually shop for hotels from a Map rather than from a textual hotel list, allowing them to simply mouse over each hotel property to see seamless property availability, available rooms and real-time rate data, hotel descriptions, ratings and property photos. The process will also allow Consumers to book hotel rooms directly from the Map.**

   > **In more detail, the following steps are part of the overall process. Hotel information is retrieved from Worldspan data sources (which includes longitude and latitude information for each hotel). A center point is calculated based on the average of the maximum and minimum longitude and latitude values. This center point is sent to a map vendor which generates the actual map image. Each latitude and longitude for every hotel is sent to the map vendor for plotting on that map image. The map image is returned along with the pixel locations of each hotel property that was plotted on the map. Those pixel locations are necessary for setting up borders for the mouse over events. When a mouse**

cursor hovers over any of those key hotel points, a box is displayed with additional hotel information. One can click on the hotel to start a booking process or whatever function is desired and defined.

4. Attach or list pertinent publications, references, or information regarding patents which illustrate prior inventions, or previous methods of performing the same or most closely related function.

> The only other similar mapping products on the market today utilize only static information like hotel name and hotel classifications. Examples of this can be seen at Travelnow.com and PlacestoStay.com. In both of these products, the hotel properties are plotted on the map, but the only information published is static hotel details, like hotel address and type of property. The maps do not contain real-time availability status, real-time rate information, available rooms or any other real-time, seamless data pulled directly from the Hotel Company's CRS system. Therefore Consumers only use these maps as a supplement to the textual property lists. Other mapping products in the market only contain a link from the map to the textual list, but don't integrate the map and the textual list into one visual shopping tool.

> With Worldspan's product, the entire shopping and booking process can occur entirely through the use of the map because all pertinent information is included within the maps. In effect, the product is a completely full-functioning, stand-alone application, not merely a supplement to property lists.

5. Identify and describe all the features of the invention believed to be new and unique if not already identified above. Explain how the invention differs from present technology, and what is the deficiency in the present technology upon which your invention improves or the limitation it overcomes. Explain the advantages of this invention over previous inventions/methods.

> Worldspan maintains real-time connections to 470 hotel chains worldwide. This allows Travel Agents, eCommerce companies, and end-consumers to use Worldspan to obtain real-time property availability, available rooms, real-time policy information, real-time rate data and innumerable other hotel-centric data that is needed to shop and book hotels.

> In addition, Worldspan has geo-coding (latitude and longitude) data for some 53,500 properties worldwide.

> Through expansive research, Worldspan has determined that most important factors considered by consumers when making a hotel purchase are (1) Location and (2) Availability and Rates.

> In addition, research has determined that, on average, the number of clicks-to-book (number of screens a consumer must look through before being allowed to purchase a hotel) within the World's largest travel sites is 6. Additional research has determined that 50% of the consumers will stop searching and not purchase a room with each additional click over 2.

> With all these factors in mind, Worldspan discovered an opportunity to enhance the consumer experience to allow visual shopping by location, availability and rates integrated into a new Interactive Map through a series of processes built on top of its existing infrastructure. In addition, it could offer a solid solution to the problem of customer retention by shrinking the clicks-to-book to 3 versus the industry average of 6.

6. State all of the practical applications, and variations envisioned to be within the full scope of the invention. List all potential applications, extent of possible use and alternate forms of the invention, whether currently proven or not and whether applications are considered as being short term or long term.

Practical applications can include, but are not limited to, the following:

1) Plotting hotels on a map within a given radius, and having real-time pricing and availability for those hotels pop-up on a mouse over. Clicking on those points of interest will start the booking process or provide more detailed information about a hotel.

2) Plotting Car rental sites on a map, with the same type of data as mentioned for hotels. This would combine multiple travel components into one module so, for example, a consumer shopping for a hotel could also see car rental location close to his/her hotel choices.

3) Plotting travel and tourism related points of interest, and have real-time pricing and times of operation appear in a pop-up window on mouse over, and clicking on it would display any type of information about that point of interest, such as promotional videos, or even real-time videos of the point of interest, or it could begin the process of purchasing tickets, etc.

4) Plotting restaurants or theatres on a map, with menus, prices, times of operation or show times, and other static data appearing in a pop-up window.

5) This product can be easily incorporated into most existing web applications and web sites, either consumer travel sites like Orbitz or Supplier travel sites like Utell.

6.) This product will also be made available to Worldspan Travel Agencies who connect to Worldspan using their own Agency Computer Reservation Terminals.

7. List the date and place where the invention was first conceived. Explain the circumstances that lead to the invention.

> **Steven Murphy conceived the idea of an Interactive Map in Atlanta in August of 2000 while creating the 2001 Product Plan for eCommerce. Steven was tasked with finding new, next-generation products which would propel hotel bookings via the internet. The project was originally planned for 2001, but do to lack of resources, it was deferred. The project was re-visited in mid-2002 and is scheduled for completion in December 2002.**

8. List the date and place of first making or using of the subject matter of the invention. Explain the circumstances of its first use.

> **First use will be at product launch estimated on 1/03/03. Internet customers accessing the product via a browser to retrieve Hotel information via a visual map display will use this product. The process will allow for real-time rate information on mouse over.**

9. List the date, place and circumstances of any disclosure of the invention. If disclosed to certain people, give the names, dates and circumstances of any disclosure. Include any reports, news releases, articles, internal publications, etc.

> **The general concept was documented in internal documents that were distributed to other Worldspan employees on March 22, 2001. The actual process of integrating multiple sources of real-time and static data onto a Map was developed in late November, 2002 and these processes have not been disclosed to any 3rd party.**

To the best of my knowledge, all the information provided herein is correct and complete, and no other individual aside from those listed above contributed to the conceptualization of the invention described.

Signature: _Steven Murphy_

Name: _Steven Murphy_

Title: _Senior Product Specialist_

Date: _2-10-03_

Signature (Co-Inventor): _____

Name: _____

Title: _____

Date: _____